

ORDER



KLAS

Mike Jones

K-WAS

National!

Orders	Order / Rev:	37685
	Alt Order #:	08888416
	Product Desc:	Horsford/DCCC
	Estimate:	2209
	Flight Dates:	10/24/12 - 10/24/12
	Original Date / Rev:	10/23/12 / 10/23/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	GMMB
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Horsford - DCCC
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV1
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00 _____
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/24/12	10	\$8,050.00	\$6,842.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$8,050.00	\$6,842.50	0.00
Totals	10	\$8,050.00	\$6,842.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$8,050.00
Market	100%	\$26,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$6,708.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,341.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	8	10/24/12	10/24/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a --W----	:30	1	\$275.00	LV1	0.00 NM	1	\$275.00
8 NEWS NOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1		\$275.00		0.00			
2	8	10/24/12	10/24/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a --W----	:30	1	\$200.00	LV1	0.00 NM	1	\$200.00

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 Product Desc: Horsford/DCCC
 Estimate: 2209
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$200.00		0.00				
3	8	10/24/12	10/24/12	Live w/Kelly Live w/Kelly	CM	9-10a --W----	:30	1	\$300.00	LV1	0.00	NM	1	\$300.00
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$300.00		0.00				
4	8	10/24/12	10/24/12	Price Is Right Price Is Right	CM	10-11a --W----	:30	1	\$450.00	LV1	0.00	NM	1	\$450.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$450.00		0.00				
5	8	10/24/12	10/24/12	8 News Now 4p M-F 8 News Now 4p M-F (4:30 PM-5:00 PM)	CM	4-5p --W----	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$1,575.00		0.00				
6	8	10/24/12	10/24/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p --W----	:30	1	\$1,750.00	LV1	0.00	NM	1	\$1,750.00
8 NEWS NOW ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$1,750.00		0.00				
7	8	10/24/12	10/24/12	630-7p Inside Edition Inside Edition	CM	630-7p --W----	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$1,400.00		0.00				
8	8	10/24/12	10/24/12	7-8p Rotator 7-8p Rotator	CM	7-8p --W----	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$1,225.00		0.00				
9	8	10/24/12	10/24/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p --W----	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
8 NEWS NOW AT 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$600.00		0.00				
10	8	10/24/12	10/24/12	Letterman Letterman	CM	1135p-1237a --W----	:30	1	\$275.00	LV1	0.00	NM	1	\$275.00
LATE SHOW w. LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----		1		\$275.00		0.00				
Totals													10	\$8,050.00